

**Communications Committee Meeting
Minutes
May 15, 2023**

Attendees

CoA

Jean Dinwiddie, Co-Chair
Beverly Rollins, Co-Chair
Virginia Cain
David Engel
Arunima Ghosh
Kendell Matthews
Yvette Monroe
Katie Smith
Marsha Weber

Staff

Jennifer Long, Montgomery County Aging and Disability Services

Guest

Marie Sloan

Roll Call

The group approved the April 2023 minutes.

Ambassador Program

Jean Dinwiddie provided an update on the May 3 presentation at Schweinhart Senior Center. Seventeen people attended; 10 were not affiliated with the CoA or the Senior Center. The attendees were presented with the County's "File of Life" and "Connect with Montgomery County Aging and Disability Resources" magnets as they entered the meeting and Jean gave a Powerpoint presentation.

Marie Sloan thought the presentation was very informative. Afterwards, she spoke to an attendee and the attendee thought it was very helpful and that she learned a lot. Marie commented that the more we do presentations, the more the word will get out. The refrigerator magnet is very helpful. Magnets last and that is the way to go.

Marsha Weber said she thought the presentation was well done, the Powerpoint was good. Virginia agreed but she said that she would have liked to see more participation from the

audience. She suggested that maybe at future presentations the audience members could be physically structured so that they would participate more. Also, we could ask the Senior Centers to advertise the presentations and put them in their newsletters. Marsha suggested that maybe flyers could be sent out, and maybe a snack could be furnished.

Jean said that there are no more presentations planned for now, but hopefully, we will start having them regularly in September. David Engel asked whether we have several leading questions for the audience and Jean agreed that would be a good idea. David said we could ask questions about things like affordable housing and other relevant issues. He suggested throwing out free transportation ideas. Jean agreed that we need to have questions to engage people.

Jean shared the draft Ambassador job description. She asked, "Should we ask volunteers to commit for an amount of time to serve as an Ambassador?" Marsha responded yes, at least for the length of the pilot. Virginia said that we want people to provide comments and feedback so, yes, they should commit.

Jean asked whether the Ambassador volunteers and Task Force should meet monthly to discuss the program during the length of the pilot. The group agreed that they should. David suggested that the volunteers attend the Communications Committee monthly meeting to give reports and discuss their experiences with the Task Force. As for the Ambassadors' reports, a simple report that is not too onerous should be developed. Maybe a checklist and not a lengthy written report. We do want to discuss things that need improvement.

Jean modified the draft job description to accommodate the Committee's comments. She suggested changing the word "report" to "feedback" and asking the Ambassadors what in the presentation needs to be revised and what materials should be used. Jean commented that the job description should read "Submit feedback to the Communications Committee chairs after the presentation."

Jean asked whether it is ok to use the term "stay on script" in the job description. She noted that there is no formal script. How about saying "standard messaging"? David said that the job description does need to be approved by the Executive Committee.

Library Liaison

Jean shared with the Committee the library liaison assignments that have been made. David volunteered to work with the Poolesville library, Virginia volunteered to work with Davis, Katie volunteered to work with Silver Spring, and Kendell volunteered to work with Burtonsville. David said that the CoA is meeting at Wheaton in June and we need to remember to visit the library there. Jean noted that Barbara Selter may be willing to work with Little Falls.

Jennifer Long stated that the County is out of the CoA Factsheet. Tremayne needs to order them. Copies of the Sell Sheet, however, are available. David proposed that we make an order for printing of the Factsheets with translations along with the documents that are being prepared for the Summit including the Age-Friendly sheet on County services, the Hearing Factsheet, and the

Social Isolation Factsheet. The question was asked on whether the Hearing Factsheet should have a line item added regarding the new law for over-the-counter hearing aids.

Jean asked, “If the CoA places a big printing order could it get refused?” David responded that we need to find out what the dollar amount for all of the printing will be. We need to find out how many copies we can get printed. The County has allocated \$10,000 to print materials relevant to older adults. Jennifer commented that in September the Sell Sheet cost \$.29/each to print. She said that to access the \$10,000, we will have our liaisons submit our printing requests. The foreign languages it will be printed in are Spanish, Mandarin, and French. But Jennifer noted that top languages in the County can differ from what older adults need. The top languages in the County are Spanish, Mandarin, French, Korean, Amharic, Vietnamese, Russian, and Cantonese. David said that it all comes back to the dollar amount. ~~The budget says the CoA has \$10,000. If we get our printing request in soon we may get another \$10,000 in the budget next year.~~

The comment was made that to find out which department controls the allocated \$10,000. To date, the CoA has been unable to determine the department that controls the \$10,000, but it is likely the Office of Public Information (OPI). Virginia suggested that we should go ahead and place our order now. David asked Jennifer to help us find out where the \$10,000 is. Jennifer said to send her an email and to cc several people on it. Maybe we could get the actual printed folders approved. David said that he thinks all of the documents that the CoA needs printed are ready to go. After the Executive Committee approval, the CoA will take steps needed to get this to move forward. Virginia is afraid that taking time to find out how much translations will cost will make us miss our end-of-year deadline. David said that we will have to do several things at the same time, and even if we miss the deadline for translations we can get the rest of the materials done before the deadline.

There are plenty of places to distribute the materials. We will give staffer, Peter Flandrau, a head’s up on what we want to do. We will ask for the Factsheets to be printed at the same time as the material for the Summit. David will email Peter and tell him what we are doing and how we need his help to move it to the next step. Jennifer stated that she and Pazit should be cc’d. She also said to ask Tremayne Jones what the difference in cost is between using card stock and paper.

Jennifer commented that she does not know how many of the “File of Life” and “Aging and Disability Resources” magnets are available. A&D will need to ask whether we can get those magnets again. She will ask Shawn Brennan about the history of the magnets, how many she ordered, and the cost. Jennifer may need to ask someone in a higher position.

Jean closed the discussion by noting that, as for the logistics of the liaison program, the Committee can look at the CoA roster and ask those who live close to the libraries to be liaisons. She said that she will look at the roster and then send notes to the CoA group and some alumni.

Website Update

Arunima Ghosh said that she has not checked the CoA’s website within the past two weeks to see whether Tremayne Jones has made the requested updates, including information regarding

the Community for a Lifetime Awards. Arunima asked what the next update should be. She suggested that possibly some photos from the recent forum could be posted, or the video from the forum. David asked what the best way to highlight the forum would be and to get it online. He has a thumb drive with the video. David stated that he will send Arunima the thumb drive and make it a YouTube link and then Tremayne could just post the YouTube link. Arunima suggested that each month we make three updates, something not overwhelming. She said that the CoA should pick three photos that it wants to post. David said that we could make the photos a link and have several photos on the site.

David noted that all online questions were answered at the forum. Arunima suggested that we provide updates on what is going on with the CoA's website to the folks who sent in the online questions. That will cause more individuals to visit the CoA's website.

50+ in Montgomery County Update

- May program—MoCo Centenarians/No-Mow May. David said that the May program is not up on the CoA's website yet. Jean said that she will send an email to Joelle asking the status.
- June Program—Katie has contacted Monica Barnett of Blue Print Core Style about possibly appearing on the program. Cyndy Porter may also participate. In addition, Katie knows a few other folks to consult. Jean suggested contacting Sara Swarr for some names. The show will be on Fashion/Style.
- July Program – Solo Aging
- Planning Committee meets 1st Friday of each month

Adjourn